

CLAIMS

What is claimed is:

- 1 1. A system for performing a transaction,
2 comprising:
3 a document with a machine-readable label (MRL);
4 a first terminal with a MRL reader and configured
5 to associate an account with an identifier on an MRL;
6 a second terminal with a MRL reader and
7 configured to permit a user to complete a transaction
8 involving said account using said identifier on said MRL
9 without receiving an identification of said account from
10 said user, whereby said MRL functions in a manner similar
11 to a credit card;
12 said second terminal being configured such that
13 said transaction further involves products or services
14 associated with said identifier on said MRL.
- 1 2. A system as in claim 1, wherein document is a
2 ticket stub.
- 1 3. A system as in claim 2, wherein said ticket
2 stub has printed thereon a promotional advertisement
3 relating to said transaction.
- 1 4. A system as in claim 1, wherein an association
2 between said account and said identifier on said MRL is
3 effective only during a predefined time interval.

1 5. A system as in claim 1, wherein said second
2 terminal is configured to receive data rating a service or
3 product associated with said document from a user and to
4 store said data and an association between said user and
5 said data in a database and to permit said user to receive
6 recommendations of further products and services
7 responsively to said data in said database.

1 6. A device as in claim 1, wherein said second
2 terminal a wireless portable device.

1 7. A method of selling a product, comprising the
2 steps of:
3 providing a ticket, for an event, with a machine-
4 readable label (MRL) affixed thereto to a user;
5 storing an association between an account and an
6 identifier stored in said MRL;
7 scanning said MRL;
8 displaying a selection of products relating to
9 said event;
10 receiving data indicating a selection of one of
11 said products;
12 debiting said account.

1 8. A method as in claim 7, further comprising the
2 steps of:

3 receiving rating data from said user indicating a
4 rating of said event;
5 storing said rating data;
6 predicting a value of other events to said user
7 responsively to said rating data.

1 9. A method as in claim 7, wherein said step of
2 debiting includes applying a discount in a price of said
3 products responsive to said identifier stored in said MRL.

1 10. A method as in claim 7, further comprising
2 receiving authentication data from said user before
3 debiting said account.

1 11. A method as in claim 7, further comprising,
2 deleting said association between said account and said
3 identifier stored in said MRL after at least one of a lapse
4 of time after said step of providing, a request by said
5 user, and a completion of said second step of receiving
6 data.

1 12. A method as in claim 11, further comprising
2 receiving authentication data from said user before
3 debiting said account.

1 13. A method as in claim 7, wherein said step of
2 providing includes providing a ticket for a movie and said
3 step of scanning includes scanning said MRL at a kiosk
4 terminal in a lobby of a movie theater.

1 14. A method of performing a transaction,
2 comprising the steps of:
3 providing, to a user, a document authorizing
4 access to a service with a machine-readable label (MRL)
5 affixed thereto;
6 storing an association between an account of said
7 user and an identifier stored in said MRL;
8 scanning said MRL;
9 receiving data authenticating said user;
10 completing a transaction involving said account,
11 whereby a need for said user to identify said account by
12 other means is avoided and said transaction is completed
13 automatically.

1 15. A method as in claim 14, further comprising
2 the steps of:
3 receiving rating data from said user indicating a
4 rating of said service;
5 storing said rating data;
6 predicting a value of other services to said user
7 responsively to said rating data.

1 16. A method as in claim 14, wherein said step
2 of completing includes applying a discount in a price of a
3 product responsive to said identifier stored in said MRL.

1 17. A method as in claim 14, further comprising
2 receiving authentication data from said user before said
3 step of completing said transaction.

1 18. A method as in claim 14, further comprising,
2 deleting said association between said account and said
3 identifier stored in said MRL after at least one of a lapse
4 of time after said step of providing, a request by said
5 user, and a completion of said step of completing.

1 19. A method as in claim 18, further comprising
2 receiving authentication data from said user before said
3 step of completing said transaction.

1 20. A method as in claim 14, further comprising
2 storing an amount limit for debiting said account.